

Please amend claims 133-136. Please cancel claims 1-46 and 75-117 without prejudice. This listing of claims will replace all prior versions, and listings, of this application.

Listing of Claims:

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Claims 1-132 (cancelled)

133. (currently amended) A system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising:

means for distributing global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in specific to a particular geographic region;

means for using the interactive television program guide to display the global advertisements;

means for receiving a user selection of the global advertisements; and

means for displaying a local advertisement that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated ~~corresponds to~~

~~the global advertisement selected by the user in response to receiving the user selection.~~

134. (currently amended) A method for using a system in which local and global advertisements are distributed to user television equipment on which an interactive television program guide is implemented, comprising the steps of:

distributed global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in specific to a particular geographic region;

using the interactive television program guide to display the global advertisements;

receiving a user selection of the global advertisements; and

displaying a local advertisement that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated ~~corresponds to the global advertisement selected by the user in response to receiving the user selection.~~

135. (currently amended) A system in which local and global advertisements are displayed on user television equipment, the system comprising:

a television distribution facility that distributes global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in ~~specific to~~ a particular geographic region;

an interactive television program guide that displays the global advertisements;

a control interface that receives a user selection of the global advertisements; and

wherein the interactive television program guide displays a local advertisement that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated ~~corresponds to the global advertisement selected by the user in response to receiving the user selection.~~

136. (currently amended) A machine readable medium encoded with machine-readable instructions for use in a system in which local and global advertisements are distributed to user television equipment on which an

interactive television program guide is implemented, the machine-readable instructions comprising:

distributing global and local advertisements to the user television equipment, wherein the local advertisements are designated for display in specific to a particular geographic region;

using the interactive television program guide to display the global advertisements;

receiving a user selection of the global advertisements; and

displaying a local advertisement that is distinct from but corresponds to the global advertisement selected by the user in response to receiving the user selection, the local advertisement displaying only local information that is specific to the particular geographic region for which it is designated ~~corresponds to the global advertisement selected by the user in response to receiving the user selection.~~

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